



# Case Study

Kia Oval Immersive Projection Install

Venue: Kennington Oval, London, SE11 5SS

Stakeholders: Sweegen

HIRE  FREQUENCIES

# Sweegen



Sweegen is a full-service product developer who is reimagining the world of wellness by pioneering exciting new ingredient technologies and innovations.

They are a team of visionaries that share an insatiable curiosity and optimism about the future.

Hire Frequencies were called in to install an immersive experience at the wonderful Kia Oval Cricket Ground in London. Sweegen looked to offer their attendees a fully immersive dining experience in one of London's most iconic sporting venues.

We worked quickly on their brief and we're able to offer the perfect solution to bring their vision to life.

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Projection mapping was the ideal solution to create the highest quality result within the given budget.

The experience required a room to be built in which multiple video sources could be projected onto the walls on all sides.

The first stage was designing the room structure. We supplied set panels wrapped in white protection material to create the room structure.

We designed a truss structure to enable projectors to be mounted above the space and supplied a state of the art media server to manage content and projection mapping.

The experience required high quality audio with speakers rigged in a suitable position out of site of the attendees. We used multiple high quality passive speakers to ensure sound coverage throughout the space.



## Key Technologies

- 12K Epson Laser Projectors
- d&b Audio distributed PA system and subs
- Disguise Media Server
- Broadcast-spec PPU for vision mixing, content playback, graphics and remote contributor dial-in
- Set system wrapped in projection material
- Wireless lapel and handheld microphones for audience Q&A
- Truss system and rigging suitable to support the full range of equipment